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# Autumnal activities to raise your game

**A**s I type this on the first official day of autumn, we're fast heading into the peak Christmas retail trading period. So, like a good boy scout, or girl guide, are you prepared? Whether you are or you aren't, BPI News can help. A case in point: we have another packed edition this month, with suggestions for stock(ing) fillers galore, whether we're talking accessories to bundle with a camera sale, or items to expand your offerings into the fast growing videography market, part driven by social media, YouTube and multi platform retailing.

It's also good to hear that real effort and inspiration is countering the reported challenges facing the photofinishing market. In this edition we have articles on the fresh pushes from Kodak Alaris, Photo-Me, Noritsu, Fujifilm, the DPS Group and DNP to meet, expand and encourage demand for hard copy printing – encompassing everything from a 6x4-inch print to wallpaper personalised with a photograph, available on demand via a kiosk, and near instantly.

As we hear elsewhere this issue, a recent survey of 2,000 people commissioned by Kodak Alaris does suggest printing is on the rise, as demand for mobile printing is

Gavin Stoker,  
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[@GavinStoker](https://twitter.com/GavinStoker)

expanding. Is that because the route to print has got easier, or that people are getting more concerned about thousands of precious images being lost when their iPhone drops out of their grasp and into the toilet bowl? Arguably, a bit of both, as one in two of us are apparently worried about accessing photos in 10 years time, with technology changing rapidly and personal moments seemingly stored in the ether.

Kodak Alaris claims to have seen a 60% year on year growth in prints from mobile devices, with 78% of those surveyed saying they felt quality was good enough that they would

happily display a smartphone photo in their home. Of 2.2 million prints made in the UK every day, it is said that 1/3 now come from our mobile phones. The only added barrier, to date, has been that many people didn't know where to start to get an image off their phone, but hopefully with the increasingly accessible print apps we talk about in these pages all that is changing.

On that note of positivity, enjoy this issue, have a successful month and we'll see you back here for November's BPI News in 30 days, filled with more essential trade news, views and opinion.

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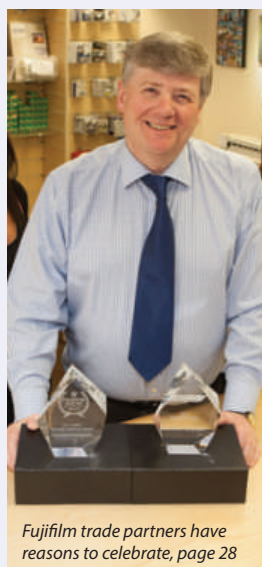
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## Canon unveils new lens, sees stars

**THE** photo giant has introduced a new wide angle L-series lens aimed at your pro photographer customers, including most obviously photo journalists and those shooting reportage, who want a 'natural perspective'. The **EF 35mm f/1.4L II USM** is said to be the world's first to feature the

manufacturer's Blue Spectrum Refractive optics – BR optics for short – which it claims allows for exceptional quality in a diverse range of shooting scenarios, from news and sports to weddings. The new lens is available this month (October) at £1,799.99 SRP.

In related news, the brand's

high end, pro level **ME20F-SH** high definition video camera, launched back in July and said to allow stunningly detailed low light footage, has been used for the first time to capture remarkable footage of one of the most spectacular natural phenomena; the aurora borealis.

"It's the most amazing camera out there," enthuses Anders Hanssen of Norwegian film enterprise 'Aurora Skycam'. "A revolution when it comes to night time photography. We were immediately blown away and will never use anything else from now on."

[www.cpn.canon-europe.com](http://www.cpn.canon-europe.com)

## New Zeiss look nice

**PREMIUM** lens manufacturer Zeiss has announced a new family of manual focus SLR lenses branded 'Milvus', suitable for ZE and ZF.2 mount cameras, said to allow "photographers to become filmmakers" thanks to de-click function and long and precise focusing action. As one might expect they feature T\* anti reflective coating and are described as 'practically distortion free'. With all metal barrel design, weather and

dust protection, the construction features an almost circular aperture with nine blades, capable of delivering 'harmonious' bokeh

effects. A lens shade is included.

The new lenses are: the **Zeiss Milvus 2.8/21**, with a 21mm focal length and f/2.8-f/22 aperture



range; **Zeiss Milvus 2/35** with 35mm focal length and f/2.0 maximum aperture; **Zeiss Milvus 1.4/50** with 50mm focal length and f/1.4 maximum aperture; **Zeiss Milvus 1.4/85** with 85mm focal length and f/1.4 max aperture; **Zeiss Milvus 2/50** comprising 50mm focal length and f/2.0 max aperture; and finally the **Zeiss Milvus 2/100M**, offering 100mm focal length and f/2.0 max aperture.

[www.zeiss.com/photo](http://www.zeiss.com/photo)

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## Sony's strong Bond

IN advance of latest Bond movie *Spectre*, Sony is screening an ad featuring one of the series' stars – actress Naomi Harris as Ms Moneypenny – trying to return a missing **Xperia Z5** smartphone to the eponymous super-spy, plus utilising a **RX100 IV** camera (see right) to capture slow motion surveillance footage. The high-octane promo was directed by Danny Kleinman, also responsible for the iconic Bond title sequences. Sony as a brand has a long association with the Bond film



franchise – with the ad, which airs in the UK October 1st, also being shot on Sony's pro **F65 4k** cinema camera. Watch it at: [youtu.be/5y\\_UqgxQv10](http://youtu.be/5y_UqgxQv10)

[www.sony.co.uk](http://www.sony.co.uk)



## Samsung bundles from DirekTek

**DIREKTEK** is offering retailers value added trade prices – just £168 for each – on bundle deals of the **Samsung WB2200F ultra zoom** and **NX Mini compact system camera**. The **NX Mini** is offered with a **Samsung 32GB MicroSD Card** plus **Lowepro Case**, and boasts one-inch sensor, 3-inch flip up display, up to ISO25600



light sensitivity, Wi-Fi and NFC connectivity and Adobe software in the box. Samsung's 60x optical zoom **WB2200F** comes with a 16GB SD Card, Lowepro case and Adobe software. It offers a back-lit 16MP CMOS sensor, 20mm ultra wide lens, electronic viewfinder plus NFC and Wi-Fi connectivity. Contact DirekTek on **01494 471100** or via: [sales@direktek.co.uk](mailto:sales@direktek.co.uk)

## Swains launches Duracell promo



**DISTRIBUTOR** Swains has put together a Duracell promotion for the photo channel based around the 10 best selling lithium batteries. For a limited period they are offering a **FREE NP45**, worth £14.99 SRP, with every ten batteries purchased.

For more information contact Swains on 01485 536200, or go online at: [www.swains.co.uk](http://www.swains.co.uk)

## Next gen Jessops for Norwich

**THE** re-invigorated photo chain opened a new flagship 'next generation' branch in Norwich on September 11th, with the Lord Mayor in attendance. The store is said to boast a state of the art print lab and will offer Jessops Academy courses.

"The opening of our new flagship store really does shine a light on our commitment to our customers' experience in store," claims Neil Old, Chief Operating Officer at Jessops. "With its innovative design and

state of the art equipment coupled with services such as printing, camera trade-in, equipment rental and a wide range of photography courses, all delivered by our expert, friendly staff means we are able to offer everything our customers could possibly need, in a completely unique and exciting environment."

The specialist retailer, under the ownership of TV 'Dragon' Peter Jones, now has a network of 44 stores.

[www.jessops.com](http://www.jessops.com)

## Epson unveils pro printer quartet

**THE** print specialist has unveiled four pro-level printers with November availability: the **SC-P9000**, **SC-P7000**, **SC-P8000** and **SC-P6000**. They are pitched at the fine art market, come with an eight or 10-colour ink set, plus an Epson 'PrecisionCore' print head.

"Our superior technology and know-how has always helped us produce printers that exceed our customers expectations," enthuses Marco van Niekerk, Senior Product Manager for Epson Europe. "This new range is no exception and, with our PrecisionCore engineering, customers can be assured of fantastic quality, accuracy and consistency."

Compatible with an eight-colour UltraChrome HD pigment-based ink-set, the **SC-P8000** and **SC-P6000** are said to boast very good short-term stability, large colour gamut,

plus are capable of neutral or toned black and white reproduction. Ideal for producing professional prints and fine art, they are especially adept at replicating natural skin colours on matte media.

Additionally, the **SC-P9000** and **SC-P7000** are pitched as providing the ultimate proofing tool. Building upon Epson's market reputation, both models are said to ensure highly accurate prints with colours that will remain consistent throughout the print run.

[www.epson-europe.com](http://www.epson-europe.com)



# Canon teases 120MP DSLR, 250MP sensor and 8K Cinema EOS

**THEY'RE** not out yet, but the photo stalwart has at least divulged that it is working on a CMOS sensor DSLR with 120 million effective pixels, plus an 8K video shooting camera for its **Cinema EOS system**. Not only that, but it also tells us that it is developing an 'APS-H' sized sensor (29.2x20.2mm) incorporating approximately 250 million pixels. This is the world's highest resolution for a CMOS sensor smaller than the size of a 35mm full frame sensor.

To give you an idea of potential detail, Canon says that when installed in a camera, the newly developed sensor was able to capture images enabling the distinguishing of lettering on the side of an airplane flying at a distance of approximately 18 km from the shooting location. Video footage also potentially has the wow factor – in offering 125x the resolution of Full HD or 30x that of 4K.

The manufacturer adds that its **Cinema EOS System 8K** camera under development will alternatively be equipped with a Canon Super 35 mm-equivalent CMOS sensor that makes possible high-resolution 8,192 x 4,320 pixel (approximately 35.39 million effective pixels) imaging performance, even at a frame rate

of 60 frames per second with 13 stops of dynamic range and a 'richly expressive' wide colour gamut.

Featuring a resolution of approximately 120 effective megapixels, the EOS series DSLR will incorporate a Canon-developed high-pixel-density CMOS sensor, and be compatible with the manufacturer's EF lenses. It claims the high-resolution images that the camera will be capable of producing will recreate the three-dimensional texture, feel and presence of subjects, making them appear real. The obvious application is billboard-sized print outs, but more news as we get it!



In related news, and with a touch of inspiration to celebrate the 10th anniversary of the 5D series of DSLRs, Canon has teamed up with image library Getty Images to identify 10 iconic images from the last decade taken with a 5D series camera. Pictorial topics included civil war in Colombia, pirates in Somalia, the food crisis in Niger, one of the last white rhinos in the world, evidence of chemical attacks in Syria and, topically at the time of writing, Pakistani migrants arriving on the beach of the Greek island of Kos.

[www.canon.co.uk](http://www.canon.co.uk)



## Ansmann bags the gold

**LOOKING** for an ideal accessory to sell this autumn? Battery and charger expert Ansmann is riding high on the news of a *Amateur Photographer* gold test bench award for its **Powerline Vario charger** – having grabbed a coveted maximum five star review from the long running photography magazine. See opposite for further details on both this rave review and its newest camera batteries.



# Going good to firm(ware) for Olympus

**OLYMPUS** Firmware updates for **E-M1** and **E-M5 Mk II** are promised as 'coming soon'. The Version 4.0 firmware for the flagship OM-D E-M1 provides a Focus Stacking mode and Focus Bracketing mode for advanced macro shooting. Focus Stacking mode allows the shooting of macro images that are

completely in focus at all depths. This is achieved by a single press of the shutter release button capturing eight shots at different focal positions, automatically merging them into a single camera image. Focus Bracketing mode captures up to 999 shots with the focus position for each shot changed slightly.



This enables photographers to use retouching software to merge the images together with a larger depth of field than can otherwise be achieved in the 8-shot focus stacking mode.

The Version 2.0 upgrade for the OM-D E-M5 Mark II meanwhile adds not only new functions found on the **OM-D E-M10 Mark II** launched this August, but features worthy of higher end models. These include 'Movie Exclusive Picture Mode Flat', which lowers the contrast to minimise highlight blowouts and loss of shadow detail.

In addition to the above updates, Version 1.1 of Olympus Capture will be released with the aim of meeting the demands of professionals, whilst the latest firmware update for M.Zuiko Pro and Premium lenses

will also be released. The latter offers support for aperture control, suitable for movie shooting.

In related news brand ambassador and portrait photographer Damian 'Big Dog' McGillicuddy ([www.damianmcgillicuddy.com](http://www.damianmcgillicuddy.com)) – responsible for our cover shot this issue – is hosting another of his promotional 'Big Shoot' experiences later this month, on the 21st and 22nd of October at Manchester's Victoria Baths. Any retailers who would like to partner in a promotional event for customers with Olympus should contact its marketing department, your local Olympus sales rep or get in touch via [Olympus-imagespace.co.uk](mailto:Olympus-imagespace.co.uk)

[www.olympus.co.uk](http://www.olympus.co.uk)



# ARE YOU SELLING THESE AWARD WINNERS?



Anyone reading BPI News will already know of the high quality ANSMANN brand, but to raise awareness we have offered several consumer magazines samples of some of our best sellers to see how they perform. We have not been disappointed! **Amateur Photographer** have looked at three of our products and tested them over the last month. They have all done extremely well, with the Powerline Vario receiving the highest score **5 STAR GOLD**. See the article below.



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**CANON NB 13L** Compatible battery with 1010mAh and a **5 YEAR GUARANTEE**



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- The **Powerline Vario** awarded GOLD 5 STAR in Amateur Photographer Testbench test in the 15/08/2015 edition - by Andy Westlake.
- The **All-In-One Travel Adapter** also recommended as a "must have" if travelling to different countries.

## Testbench

# Accessories

Useful gadgets to enhance your photography, from phones to filters...

## Ansmann Powerline Vario

www.ansmann.co.uk

**Andy Westlake** tries out a versatile universal battery charger

### At a glance

- Charges AA, AAA and Li-ion batteries
- 1A USB mains charger included
- Four plug adapters supplied
- Comes with 5V 1000mA in-car USB adapter and Micro USB cable

ANSMANN is a German company that specialises in batteries and power, selling both standard-sized batteries and replacement power packs for most types of camera. The Powerline Vario is a universal charger that's designed to recharge either a pair of AA or AAA cells, or almost any 3.6V or 7.2V Li-ion power pack using a pair of prongs that slide to align with the battery's contacts. Many similar devices exist, but the Ansmann stands out due to its neat, compact design and the fact that the charger unit works via a Micro USB input. This means that not only can it work off mains power or in the car, but it can also recharge your batteries using a generic USB charger, a powered USB socket on a computer or a portable power bank.

The current charge status is shown using a four-stage LCD display, with a slightly cheaper model, the Photocam Vario, differing only in the fact that it has a simplified LED-based display. Four interchangeable plugs are supplied for the mains adapter, allowing use in the UK, EU, North America and Australia. With a 1A USB output, this can also be used to charge other USB devices, such as smartphones or 7in tablets.

### Verdict

I have been using this charger for a couple of months to top up the batteries of the cameras I've been testing. On the whole, it works very well, although I've had problems with recently-made examples of the Olympus BLN-1 (used by most OM-D cameras). Aligning the prongs can also be tricky, particularly for batteries with recessed contacts. However, with the majority of batteries this is a versatile and reliable charger that's perfect for travel.

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ALSO, FROM AMATEUR PHOTOGRAPHER'S AUGUST 1st "SEVEN SUMMER ESSENTIALS" REPORT



### Ansmann All-In-One travel plug adapter

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*Ivan Gonzalez*



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# More prints, more profit via new 'Kodak Moments' App

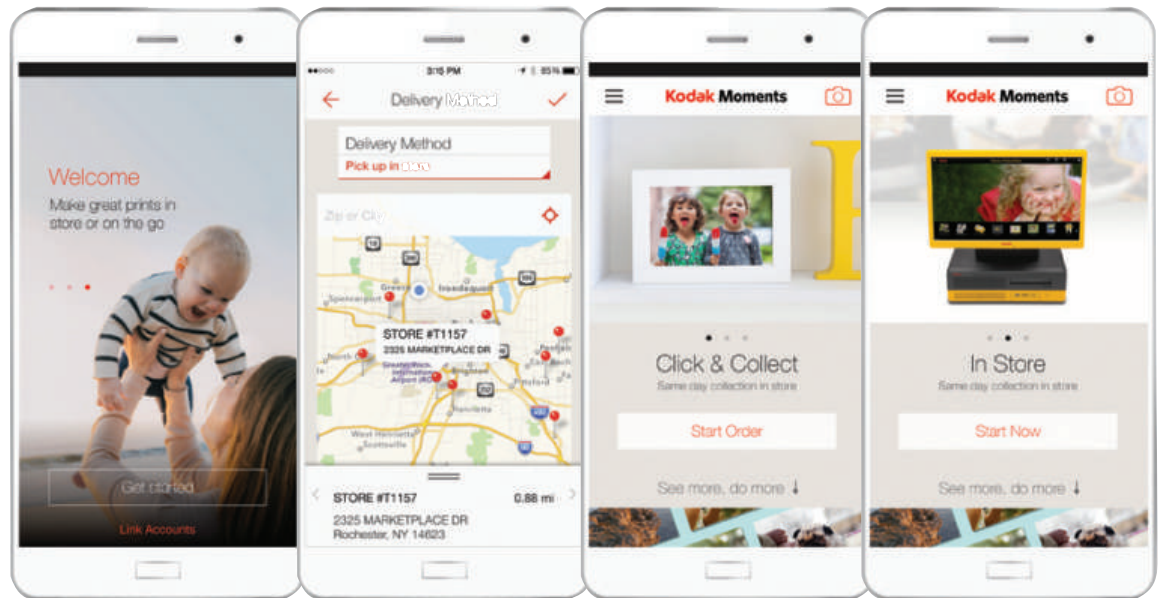
Two years after Kodak Alaris took ownership of Eastman Kodak's digital imaging businesses, the pro-active young company has launched the latest generation of its printing app – offering your customers even more ways to print, and for you to profit

The last time we hooked up in person with Kodak Alaris was the occasion of its first birthday, at Photokina last September. A lot can happen in a year – especially with regard to the imaging world – and now it has fresh information to share with BPI News readers, on the occasion of the launch of its latest 'Kodak Moments' branded print app for Apple iOS and Android devices.

This arrives on the back of Kodak Alaris' own specially commissioned survey of 2,000 people that has revealed there has been 60% year on year growth for those printing from mobiles, and the further revelation that 78% would now be happy to display a print made from a smartphone image at home.

"At the same time it's getting harder for people to re-live their moments because we're capturing more and more photos," notes Kodak Alaris Vice President EAMER Lee Palmer. "The average user has 650 photos stored on their smartphone."

Turning this digital data into analogue prints is obviously one of the biggest challenges faced by the industry. But the new app has arrived at a time when it appears people are showing concern about accessibility and ownership of their images in the future (on the back of Google's Vice President Vint Cerf recommendation



to print your pictures or lose your past) – will today's shots still be retrievable via tomorrow's technology?

## One app, multiple print paths

Kodak Alaris' Kodak Moments App – as Lee Palmer notes: "Kodak Moments means something to consumers out there" – is all about giving your customers multiple print path options. There are also multiple deliver/pick up options, including deliver to home or Click & Collect,

obviously a growing route to delivery with reports that John Lewis is seeing a whopping 54% of online business now via Click & Collect. Worldwide, it's worth noting that Kodak is still a very recognizable brand, with Kodak Alaris having 100,000 kiosks, with 40,000 in Europe alone, plus of course the Kodak Express network of retailers and minilabs in the UK, of which there are around 100, ably supported by its distribution partner Tetenal.

Beyond 'just' the print facility and the ability to order hard copies ranging from 6x6-inch square prints to 12x8 enlargements, the Kodak Moments app further allows its users to share more on social media, with new cleaner, 'more contemporary' interface design. In fact future additions will be made to the software via a new dedicated development team based in San Francisco in the US, although Kodak Alaris has its corporate HQ in Hemel in the UK.

As to the value of directing your customers to download the new app, with mobile printing said to be 'exploding' and 2.2 million prints made in the UK every day – a third of all printed images coming from

a mobile phone – it would seem to be not just advisory, but essential in order to avoid missing out on possible business.

## Kodak Moments App features at a glance:

- 3 options upon opening the app: print instantly via in-store kiosk, Click & Collect with same day collection in store, or Gallery, allowing you to edit, print and share favourites
- Having chosen a delivery method, users will be directed to a checkout basket where they enter personal details the very first time and see order total
- An email confirmation is sent that an order is ready. Users simply take the order reference number into store for automated printing on a Kodak Picture Kiosk or collection from the counter. Payment is taken as normal by the retailer



For more info head to [kodakmomentsapp.com](http://kodakmomentsapp.com)



Kodak Alaris Vice President EAMER Lee Palmer (right), shown with UK Marketing Manager Paul Davey (left), believes that Kodak Moments brand has real value for its retail partners

Direct your customers to download the **KODAK MOMENTS App** now via the Apple Store or Google Play Store

# Never miss a moment again

Photographer and journalist *Damien Demolder* explores the decisive moment and how to make the impossible easily achievable

It was Henri Cartier-Bresson who coined the phrase 'the decisive moment' to describe that split-second when all the elements of a story come together within in the viewfinder. We have plenty of examples of his skill at capturing that meaningful but fleeting occurrence, but we rarely hear about the shots he missed. A man who had a camera with him all the time and who shot a massive number of frames, there must have been plenty of images on his contact sheets in which he had shot just a fraction of a second too soon or too late, and the elusive moment had slipped between the frames to escape and never be seen again.

**"For me though the ability to record a sequence of 8-million-pixel images at such a rate has allowed me to capture moments that previously I would never have been able to record"**

I've always thought there are two principle skills to capturing a decisive moment – identifying that a decisive moment is about to occur, and actually pressing the shutter release as the moment comes together. Cartier-Bresson was clearly pretty good at both, but I'm certain that if he had been in a position to use Panasonic's 4K Photo mode his hit-rate would have been astonishing. Recording at 30 frames per second 4K Photo simply makes sure every moment is captured, so all you need to do is recognise the best frame from the sequence and extract it using the back screen of the camera.

But where is the skill/fun in that, and isn't that cheating? If you use 4K Photo mode to capture images that you could have caught using your sense of timing and single shot mode, then yes that might be considered lazy.

In street photography some situations develop too quickly, too suddenly and without enough warning for even the most skilled photographer to be able to shoot the perfect frame.

There are times that the only way we can see something clearly is by replaying a second of memory – our eyes see the world in video mode, and our memory allows that video to be played back so we can examine

walking in to a thin bright space or the coming together of two or more moving elements that can't be seen beforehand.

These events I know are going to happen and I can get myself in a position to capture them, but it is impossible to predict the exact moment things will come together, and once they do and I've seen it the moment has passed and gone for ever. With 4K Photo those moments never have to slip through my fingers, and I can tackle shots that previously I would have just filled a card with rubbish trying to get right.

## No software required

It has been possible to extract stills from video for some time, but with normal HD video the pictures are very small and you need to understand movie software to be able to do it. With 4K Photo the individual frames have 8 million pixels and at print to 11x8in even with strict 300ppi photo-quality resolution. And you don't even need to download the movie to extract the stills, as it is all done in-camera. You can use Adobe Lightroom now to play the sequences and pull-out frames, but it is actually far easier to do it on the back of the camera. You

events that just happened. And that is how Panasonic's 4K Photo mode works. I sense that something is about to happen, I set myself up, arrange the frame where I think it is going to happen and press record until the event takes place. It could be someone walking around a corner, someone stepping into a tiny patch of light, a silhouette

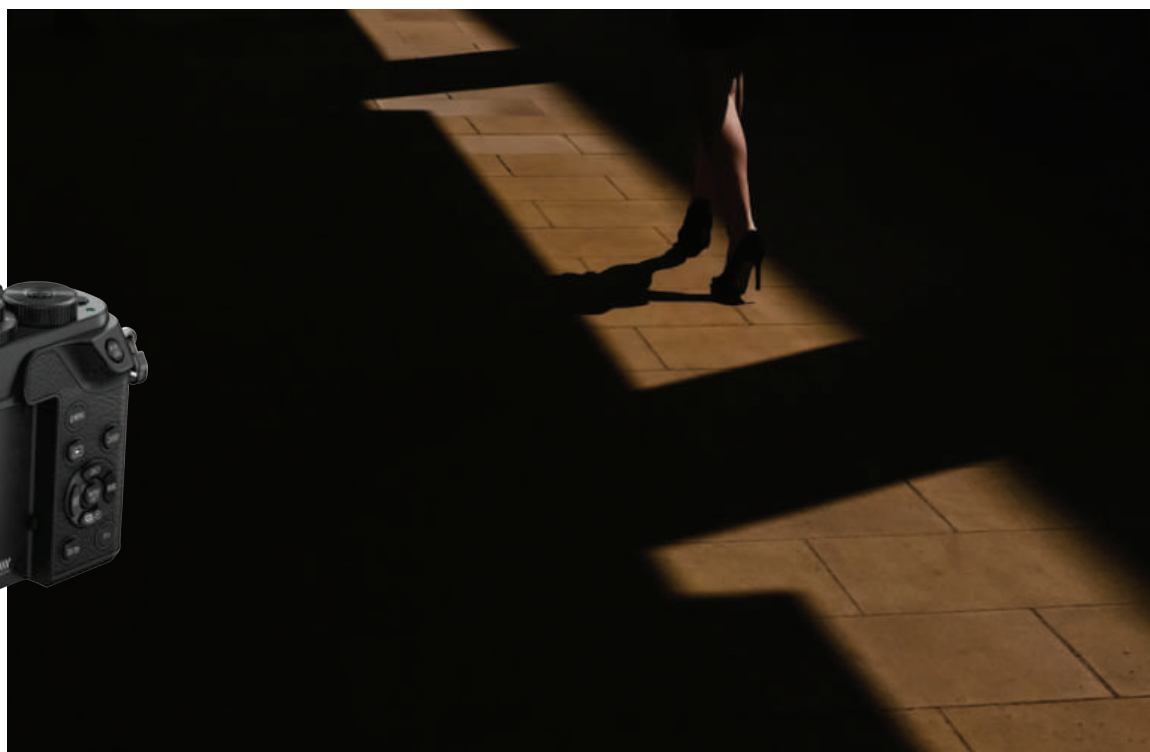


## Panasonic LUMIX

### GX8 key features

- 20 million pixel resolution
- Large, bright and clear, tiltable, viewfinder
- Vari-angle rear screen that allows shooting from all angles
- Excellent handling thanks to dial controls & sizeable grip
- Image stabilisation that combines in-body and in-lens compensation

play the movie and use stop/start buttons to control the flow. When you find the moment you want you can scroll through frame by frame, forward or reverse, to make sure you have precisely the best frame in which everything comes together.



**Your Panasonic Lumix DMC-GX8 sales pitch: 20 megapixel resolution, large tilting viewfinder, vari-angle rear screen, excellent**



## On the bus

The main shot was taken in Edinburgh on a cold day of low angled but bright winter sunlight. I spotted that a gap between two buildings was allowing the sun to shine across a road onto the massive brick wall of the city library. I was photographing people as they lit up stepping from the shadow in to the sun-drenched area when I noticed that as a bus passed behind me it threw its own hard-edged shadow across the road as well. As it passed by the shape of the top deck appeared on the wall for a second or so.

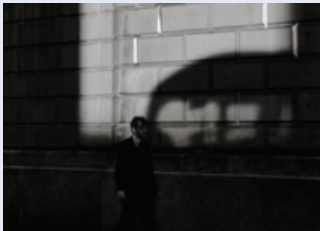
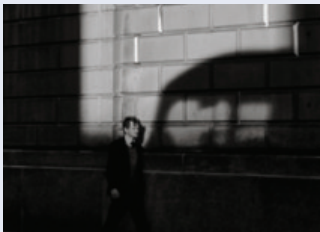
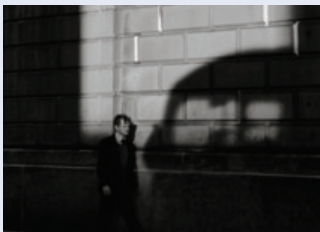
I imagined a shot in which I'd captured the bus shadow as it coincided with a person walking through the sunlight zone, but it was going to be difficult to capture. The buses were

passing behind me, so I couldn't see when the shadow would appear, and I certainly wouldn't have been quick enough to capture the person cleanly between the struts of the upstairs windows just by watching the scene unfold in front of me. It was all happening far too quickly and without enough warning. By the time I'd seen the picture the moment had gone.

The solution was easy though, to switch the camera to 4K Photo mode and to activate the video when I could see someone coming and could hear a bus behind me. It only took a couple of takes to capture the moment I was looking for in the net. Playing the footage back on the camera demonstrated on the spot

that two or three frames had worked. They showed the moments where the man's face was lit by the sun that was shining through the bus window, while at the same time his head was comfortably composed within the frame of that window.

If I'd had super-human timing I could have caught one of those moments, but I would have missed the other two. It is one of things that 4K Photo has shown me – that sometimes it is the moments that happen after the moment that I would have shot that prove to be the best. And those are moments that would have passed without me noticing them or even considering their existence.



## Going to work – Baker Street series

I shot these images outside a train station during the rush hour one morning in the summer. The sky was a fabulous blue and I noted that when I crouched down in a shop doorway I could silhouette the rushing commuters against that inky background, using just their shapes to describe their visual identities.

On this occasion I wanted to combine the black silhouettes of the people coming towards me with the lit-up details revealed where the sun caught the them walking by in the other direction.

I positioned myself and the camera to create a frame with the canopy of the station. When a train arrived a rush ensued, and I recorded the activity that passed through the

frame. I was looking for interesting hairstyles, hats, bulky headphones, bags and all the other accessories that humans use that make their shapes interesting and revealing.

When filming I could see moments

happening, and made mental notes to go back to find them afterwards. I rarely have to come home without the shot I was looking for. In fact, without 4K Photo I probably wouldn't have attempted the shot.



## Cameras with 4K Photo mode

All the pictures on this spread were shot with Panasonic's new 20-million-pixel Lumix GX8 compact system camera, but it isn't the only model in the range that offers this feature. The Lumix GH4 also has 4K Photo mode, as does the new Lumix G7. For those who like the smaller models suggest the Lumix LX100 premium compact camera or the Lumix CM1 connected camera with its 1-inch 20-million-pixel sensor.

For more information on which Lumix products to pitch to your customers visit [panasonic.co.uk/lumix4k](http://panasonic.co.uk/lumix4k) or speak to your local Panasonic sales rep about setting up a dealer event in your area.

handling via dial controls and sizeable grip, dual lens & body image stabilisation. For more: [panasonic.co.uk/lumix4k](http://panasonic.co.uk/lumix4k)





# MORE FUJIFILM Digital Imaging Service PROFIT

## YOU WANT:

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- to get practical and sound business development advice
- to successfully market your photo retail products and services

## YOU NEED:

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- a scalable photo printing and kiosk package
- a seamless software solution for instore, online and mobile

## YOU GET:

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- full access to the **FDIS** artwork and design agency
- PR, media placement and web design advice
- business development, sales and merchandising consultation
- **FDIS** exclusive pricing on **Fujifilm** photo imaging paper and media
- **FDIS** exclusive pricing on a range of other products and services through our authorised supply partners
- a regular marketing newsletter, members Facebook page and website

For more information please call

**01234 572138**

and speak to Peter Wigington or email [pwigington@fuji.co.uk](mailto:pwigington@fuji.co.uk)

\*Gross margins shown are an average across all FDIS stores and will vary depending on selling price. These figures are shown as a guide only and do not represent a guarantee of gross margin, profit or loss by Fujifilm UK Ltd.



# Kenro: 'Experts in accessories'

The pro-active distributor has a new 'Christmas Gifts Ideas 2015' brochure inserted this issue, plus a new agency to introduce in 'Sevenoak', offering great value, good margin accessories for photographers shooting video

**H**ot on the heels of its introduction of a new affordable, high quality own-brand tripod and monopod range last issue, **Kenro** is introducing a line up of products from its newest brand, '**Sevenoak**', aimed at customers shooting video with their smartphone, GoPro, CSC or DSLR. You can see both the Kenro supports and the new Sevenoak range in detail in the 'Christmas Gifts Ideas 2015' brochure inserted with this issue.

As Kenro MD Paul Kench points out, video production for the web and e-commerce is a burgeoning market – and one retailers can look to

– for which there are three models supporting varying weights in the **SKSW01, 02 and 03**. These can bear loads of 4.5kg, 3.5kg and 3kg respectively. The other popular option is the **Electronic Ball Head** (page 3 of brochure) for time lapse shooting. The **Camera Sliders** (again page 5) and **Mini Action Stabiliser SKW08** (bottom right, page 6), which allows the attachment of action cameras and smart phones, are further recommendations for sales items that should prove very popular with your customer base.

Paul reasons that if photographers seeking to shoot video have bought a



*Kenro envisages that the compact yet sturdy Takeaway Clampod could be a big seller for its retail partners – as featured in its brochure inserted in this edition. Also featured is the Sevenoak Mini Action Stabiliser, shown left*

**"For a reasonable price your customers can get a camera that can take good quality video. So it's natural that they may also want a stabiliser, slider or a rig to get good quality results"**

– Paul Kench, Kenro MD

boost their profits by getting in on.

"Sevenoak make camera rigs, sliders, stabilisers and an exciting electronic ball head," enthuses Paul. "We're looking at additional ways to expand our offerings. A large growth area has been the use of digital SLR and CSC for shooting video, especially with the rise in manufacturers offering 4K-video.

"We also felt that with the growth in YouTube there are a lot of independent videographers out there. Plus for a reasonable price your customers can get a camera that can take good quality video. So it's natural that they may also want a stabiliser, slider or a rig to get good quality results at a reasonable price."

## Strong as Sevenoak – supporting videography & your business

With stock arriving at the start of October, hero devices to pitch to customers include the **Sevenoak Steady Cam Pro** series of camera stabilisers (page 5 of the brochure)

good quality mid range camera, they don't want to spend thousands more on support products; fortunately the majority of the new Sevenoak range falls within the same mid range price bracket," he outlines. "Yet the price points are accessible to the enthusiast. We perceive two key markets for the Sevenoak range: the first is made up of those who have bought a CSC or a DSLR, and are enthusiastic about the video function. They want to avoid shaky handheld results, while at the same time they have an enthusiast, mid market-type budget.

"The second possible market is businesses such as ourselves, who are being asked by clients: 'do you have any demonstration videos of products we can put on our website?' Not everyone can spend thousands of pounds having videos professionally produced by a production company... but then again they don't want poor results from a handheld camera or a standard photo tripod. I'm sure there is no fall in demand in people seeking to produce videos for

YouTube – we're just trying to enable these people to produce better quality videos."

A final new product to mention, featured on the final page of Kenro's brochure, is the previously announced Takeaway T1 Clampod. This is a portable, lightweight yet sturdy clamp that allows you

customers to mount their camera or phone on any number of surfaces. Tablet and smartphone holders are available as added accessories.

"What we're saying to our retailers is that this is a growing sector of the market and there's opportunity for profit in the video accessories field," concludes Kenro MD Paul Kench.

[www.kenro.co.uk](http://www.kenro.co.uk)



*The Sevenoak range of supports is designed with photographers shooting video in mind – a burgeoning market offering dealers the chance of great margins*

Browse Kenro's brochure in this issue or call for more info on **01793 615836** or email [sales@kenro.co.uk](mailto:sales@kenro.co.uk)

# New Sony CSC is strong yet sensitive type

The electronics giant has unveiled the second generation of its full frame, 4K shooting compact interchangeable lens camera, in the aptly named A7S 'II'. BPI News peers under the bonnet to discover the saleable features you should be pitching to your customers

**W**ith November availability promised, sensitivity is key when it comes to the second generation of the A7S, the A7S II, which has been engineered to appeal to photographers and videographers. According to Sony, the premium end, full frame interchangeable lens camera not only can shoot 4K-video but also boasts the ability to dial up to ISO409600 equivalent light sensitivity. The new model, it says, delivers wide dynamic range across the entire ISO range, ensuring smooth tonal gradation from dark to bright conditions. Those photographer customers of yours looking to shoot stills or video handheld should also be directed to the five-axis optical image stabilization – also a feature of Sony's A7 II and A7R II cameras – whilst its pro movie making features have been ramped up. For example, there is the ability to shoot 4K-video in the XAVC S format, with full pixel readout and no pixel binning. Sony says that it collects information from approximately five times as many pixels as would be required to generate Full HD images.

## Fast or slow – the choice is ours

In a first for the A7 series the A7S II can also record 120fps video at 100Mbps (requiring a UHS Class 3 memory card – a possible additional sale for dealers), which can be edited into 4x/5x slow motion footage. Its maker also says that the camera supports S-Gamut/S-Log2, popular among cinematographers and videographers. A Gamma Display Assist function is also new, allowing users to monitor images or check focus when recording S-Log video.

Also revamped on this model is auto focus performance. It is claimed that this is twice as fast as the previous model when shooting video, the new camera boasting a whopping 169 AF points to help

provide more precise focusing and greater accuracy. The electronic viewfinder has further been upgraded and now offers the world's highest viewfinder magnification of 0.78x, according to Sony.



Tweaks have also been made to the hardware. For example, the A7S II boasts a magnesium alloy body, described as both lightweight yet robust, and the grip and shutter release buttons have been re-designed, so the camera feels a more natural extension of the hand, while the camera mount has been reinforced. When shooting continuously at 5fps, potential A7S II users can also deploy a silent shooting mode, so it doesn't sound like they're machine gunning their subject.

In terms of accessories to sell with the camera, a new LCS-EBF premium leather body case has just been launched. The A7S II is available from this November. SRP is £2,500.

[www.sony.co.uk](http://www.sony.co.uk)



## Selling points of the A7S II at-a-glance:

- Five axis image stabilisation
- Upgraded Auto Focus system now with 169 AF points
- AF when shooting video twice as fast as A7S predecessor
- Upgraded Electronic Viewfinder offers world's highest viewfinder magnification of 0.78x
- Magnesium alloy body is light yet sturdy
- Re-designed grip and shutter release button
- Silent shooting mode for 5fps continuous shooting
- Reinforced camera mount
- Optional premium leather case also available

## Sony's Raw promise

**THE** electronics giant has announced that its A7S II will feature user selectable compressed and uncompressed 14-bit Raw image capture when the premium camera arrives in stores. The plan is that this feature will also be rolled out to other cameras in the range via firmware updates, starting with the recently introduced A7R II full frame mirror-less model. Those dealers looking to piggyback an extra sale on that of a camera body are reminded that Sony's growing line up of Alpha mount lenses now comprises 64 different models, including 13 full frame 'FE' lenses. The intention is that this will grow to 20 in total over the course of 2016, so watch this space.



**Your Sony A7S II sales pitch:** 4K video, ISO409600, silent shooting mode, improved EVF & re-designed grip/shutter release



# ProTactic Series

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CSC kits and Pro DSLR



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**W** [www.lowepro.co.uk](http://www.lowepro.co.uk)

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# Win custom with Wall'n go from Photo-Me

Here's a print product with the wow factor; instant personalised wallpaper courtesy of Photo Me's innovative new Wall'n go service. And you could win an iPad just by requesting the brochure! BPI News discovers more...



**H**ere's another innovative idea to add to your sales arsenal and give your retail business that competitive edge: personalised strips of wallpaper, a horizontal banner or a photo wall (made up of several strips), created for your customers in mere minutes, that is quick and easy to apply.

Following on from news of the Philippe Starck designed Bio and Cube photo kiosks last month, **Wall'n go** is yet another way that Photo-Me is being pro-active – not to mention inventive – in supporting the trade.

It all starts with your customer inputting their requirements into Photo-Me's dedicated Wall'n go photo kiosk, utilising one or several of their own images, as well as there is also a collage enhancement options (black and white, sepia, zoom or cropping). They can then define the height of the wallpaper and the number of strips, complete their design and print in store – all possible within less than 10 minutes.

Once the order has been made via the kiosk and payment accepted – also, handily, via the kiosk itself, with price calculated automatically – the

order is released via a member of your staff entering a special code.

## Instant print equals instant profit

The Wall'n go kiosk can also offer your customers a choice of two wallpaper application processes – they can either opt for a pre-pasted wallpaper they simply wet to apply, avoiding the need for the traditional fuss of glue, brush and pasting table – or go for a self-adhesive vinyl sticker, which is particularly ideal for a single wallpaper strip. All that is required here is to peel off the backing and apply it to the wall.

Another advantage is that there are no marks or stains left on the wall if no customers choose to remove or update the wallpaper strip – as it promises not to tear off paint: the wall stays intact ready for their next customised feature wall.

Ultimately your customers are still being presented with a high quality photographic print, printed on either 180gsm (vinyl sticker option) or 210gsm (pre-pasted) paper, utilising 6-colour pigmented inks and 300dpi print process.

"Photo-Me is again revolutionising the photographic industry with the launch of the Wall'n go kiosk: an unparalleled combination of a unique aesthetically-pleasing design with a retail photographic offer at its best," enthuses Photo-Me's Head of Marketing François De Freitas. "Not only will users be fascinated by the advances in automated self-service technology from the kiosks, but we believe they will also appreciate the inviting interface and customer experience."

To fully appreciate the boost Wall'n go could make to your business, the advice is to head to the following URL to watch the demo video: [www.photo-me.co.uk/introducing-wall-ngo/](http://www.photo-me.co.uk/introducing-wall-ngo/)

Alternatively, to request a brochure on the uniquely business-boosting Wall'n go now, simply email [marketing@photo-me.co.uk](mailto:marketing@photo-me.co.uk). In response you'll not only get the information you're after but will also be automatically entered into a competition to win a 32GB Apple iPad Mini with Retina display.

[www.photo-me.co.uk](http://www.photo-me.co.uk)

**"Photo-Me is again revolutionising the photographic industry with the Wall'n go kiosk's unparalleled combination of aesthetically-pleasing design and a retail photographic offer at its best"**

– François De Freitas, Photo-Me



**WIN a 32GB Apple iPad Mini NOW – email [marketing@photo-me.co.uk](mailto:marketing@photo-me.co.uk) for more on Wall'n go from Photo-Me.**



An innovative way to win customers **and keep them!**



#### 1 Strip Wallpaper, Banner or Photo Wall

**Your customers can create a 100% personalised strip of wallpaper instantly.**

- > A 100% customised decoration
- > Created in minutes
- > In-store instant printing
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- > Quick and easy to apply



#### Contact us today

Email all your contact details to [marketing@photo-me.co.uk](mailto:marketing@photo-me.co.uk) and request the Wall'n go brochure. We will automatically enter you into our competition for a chance to win an Apple ipad mini retina WI-FI 32GB.

Terms apply. [www.photo-me.co.uk/hello](http://www.photo-me.co.uk/hello)

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Contact : +44 (0)1 372 453 399

email : [marketing@photo-me.co.uk](mailto:marketing@photo-me.co.uk) - [www.photo-me.co.uk](http://www.photo-me.co.uk)

**Photo-Me**



# Intro2020 powers into autumn with refreshed range

BPI News spotlights the items you should be stocking this season from distributor Intro2020, which has announced a plethora of product since the summer, with additional Tamron and Samyang lenses newly added to the haul...

**T**here have been a lot of exciting product launches from Intro2020 over the past few months, starting with our big reveal in *BPI News* July/August and continuing this issue with the announcement of two new fast-aperture Tamron standard lenses in the **SP 35mm** and **SP 45mm f/1.8 Di VC USD** (see below).



**“Video DSLR lenses have gone really well, so we’re also moving into cine lenses with the new Samyang additions”**  
– Jim Mackay, Intro2020

Due this month for Canon and Nikon mounts, both are compatible with full frame and APS-C sensor DSLRs, for which they provide equivalent focal lengths of 54mm and 70mm respectively. A Sony fit is also promised – though it doesn’t include Tamron’s Vibration Compensation feature, as anti shake is already built into Sony bodies. Release date and pricing are to follow.

These new Tamrons join the **18-200mm f/3.5-6.3 Di II VC**



announced last month in Canon, Nikon and Sony fits for £169.99 SRP, and the **15-30mm** showcased in our July/August edition, described as the world’s first f/2.8 wide angle zoom with image stabilisation.

Also brand new are **Samyang Photo and Cine lenses** (see right) for mirror-less cameras, available from mid October for Sony E, MFT, Fujifilm X and Canon M mounts. Pitched at photographers are the **21mm f/1.4** (£279.99 SRP) and **50mm f/1.2** (£309.99), whilst videographers are directed to the **21mm T1.5** (£309.99)

and **50mm T1.3** (£339.99). These additions mean that Samyang currently has 13 photo and cine lenses in total, as the same manufacturer unveiled new ‘Xeen’ series cine lenses just last month in **24mm**, **50mm** and **85mm** focal lengths at a shared SRP of £1,600 (News page 5, BPI September), and in the same issue a **100mm** Samyang in both photo and cine iterations at £419.99 and £429.99 respectively.

## From stocking fillers to good mixers

As we flagged up last month, accessories from Intro2020 to stock this autumn include potential stocking fillers for photographers in the optic cleaning **Lens Pen** and **Lens ‘Peeps’** – the former meant for cleaning grime and grease from lenses, and the latter designed to do the same for spectacles at an affordable £12 SRP.

Two new **Kenko ‘Teleplus HD DGX’ lens converters** compatible with Canon EF and EF-S lenses have also arrived in both 1.4x (£220 SRP) and 2x (£280 SRP) varieties, the latter transforming a 300mm



lens into the equivalent of 600mm. The two are being pitched as high-resolution converters with a ‘superior’ optical quality, Intro2020 reminding us that Kenko lenses arrive via the same company as Hoya and Tokina.

Photographers branching into shooting movies on their DSLR will want to be aware of the high-end **Azden** branded DSLR microphone the **SGM-250**, which retails at a suggested £299. As mentioned last month, the same company has also just launched a new portable digital audio sound mixer in the **Azden FMX-42u** (see below), which comes with a USB port for connection to a PC, smartphone or tablet at £729.99 SRP.

Other useful gadgets include the **CamRanger portable**



**wireless router** suitable for events photographers at £269 SRP, which is able to share images to multiple devices, while an app allows your customers to upload instantly to Facebook, Instagram or Flickr, or, for professionals, to Dropbox or an FTP site.

The above join the re-launched **Tamrac** bag range of **Anvil backpacks** (see below) with **Arc belts** under new owner GuraGear, **Optech camera straps** (see bottom right), **Velbon ‘Ultra’ tripods**, **Cokin Nuances ND glass filters**, and a whole range of **Digipower** branded **battery chargers** – each and every one available via Intro2020 and designed to boost your bottom line as we head into autumn.



**Intro2020 has 24 brands for the specialist retailer to stock. See [www.intro2020.co.uk](http://www.intro2020.co.uk) or call 01628 674411 NOW to place your order**



# A dry lab to suit your every need

With extended support packages offered up to three years and great value deals to be had, PhotoXport's Derek Fieldhouse MD recommends Noritsu's digital printer range to trade partners seeking to expand their business or replace an existing machine...

**W**e focused on PhotoXport's recent workshops showcasing Noritsu's dry lab printers last month. For October, as we head into the start of one of the busiest potential sales seasons of the year for the print and photo gifting market, we're looking at the retail benefits of the Noritsu QSS machines themselves.

Kicking off, there's the obvious benefit of extended support packages for up to three years instead of the standard 12 months. This can be included in the sale of any printer. Those bolting on the three-year service contract for peace of mind at the point of purchasing the dry lab will also receive a preferential price on the support package. The award winning, ISO-accredited Veritek service organisation, who also support multisite retailers, including Morrisons and Sainsburys, handle all PhotoXport's installations for its Noritsu lab offerings.

"I think we're competitively priced," PhotoXport MD Derek Fieldhouse says of its digital minilabs. "For the output, Noritsu is certainly cheaper than you may think, thanks to the manufacturing processes that are

coming into play. The good news is that media costs are falling rather than rising and our mission is to continue to lower the cost of ownership of Noritsu products."

As of September 1st, 2015, paper prices have already been reduced by 10% compared to what they previously were. "We've invested in the paper in a significant way and aim to offer our customers the right product at the right price," Derek adds, further explaining how and why his business is literally going the extra mile. "For example we're shipping in paper directly from Japan that is odourless, which is a distinct advantage. That, along with the premium quality, is the reason why we're going to the effort of importing it from Japan."

## From Simplex to duplex – expand your services with Noritsu

With PhotoXport's stated intention being to concentrate on a core range of Noritsu printers, we start our retailer recommendations with the entry-level Noritsu dry lab, which is the **Green Simplex** - see above. The next step up is the 'standard' Noritsu



**NORITSU**  
face the NEXT



**"There's absolutely plenty of room and opportunity here to expand your business – the great thing that this is a new product with a range of options such as Duplex prints, calendars, greeting cards and more that you can offer to the consumer"**

– PhotoXport MD Derek Fieldhouse on the Noritsu dry lab line up

QSS Green lab, touched on last issue, and then the Green II.

"So we've got three dry lab options, with the entry level Simplex dry lab offering the same output capacity as a Fuji or an Epson, but which we believe is significantly cheaper," Derek outlines. "The duplex version is the same green box, but it has got a sorter on the side and a unique bit on the top, which is a fully automated duplex. The paper comes out of the printer, goes through the duplex feature and it prints on both sides. Plus, it's got

what's called an adjustable paper platen, which means it can take third party papers – around 36 different types – and the operator can adjust the paper platen to accept an ever-growing list, as different manufacturers are bringing out different papers and thicknesses.

"There's absolutely plenty of room and opportunity here to expand your business," he agrees. "The great thing that this is a new product that you can give to the consumer. You can offer them all these superb papers such as baryta, matt black and white and sepia, to mention but a few options, and they can be duplex as well."

Alternatively the step up options are the Noritsu QSS Green II the industry highest capacity drylab producing 950 prints per hour, pitched as the industry 'de-facto standard' model, plus the QSS Green, which supports a 36-inch paper described as offering 'top notch' quality, and possessing all the features of the popular D1005HR, with expanded sheet paper support and manual duplex! To find out more info either watch a promo video: [youtu.be/OkaCBaF9eaU](https://youtu.be/OkaCBaF9eaU) or give Derek and his team a call now on 0116 2675907 for more details on this and any of the three key Noritsu Green dry lab.



Choose from three core Noritsu Green range dry labs: the entry level Simplex, the standard Green, and the Green II, which tops the trio. All are available with the option of an extended three-year warranty at point of purchase.

[www.photoxport.com](http://www.photoxport.com)

**Get the latest deal on Noritsu printers. Call Derek Fieldhouse at PhotoXport NOW on 0116 2675907**



## PRODUCT OF THE MONTH



### Fujifilm X-T10

**W**e've been carrying the 16.3 effective megapixel Fujifilm X-T10 around with us in the kit that twins it with a standard 18-55mm (for around £800 SRP) as our go-to camera for the past couple of months. So it only makes sense to select it for this issue's *BPI News* Product of the Month. You could pitch it as a competent entry point for Fuji's ever evolving X-series, but that somehow feels like faint praise. Current alternatives to the X-T10 to pitch to your customers exist in the compact shape of Panasonic Lumix DMC-GF7, or the numerically-similar-to-the-Fuji Olympus OM-D E-M10.

Despite being under £500 body only, this does not feel like a budget option. It is solid when gripped in the palm, clearly constructed to last, and features die-cast magnesium top and base plates. But arguably the real attention grabbers for your enthusiast-level customers are the three rangefinder-style top plate dials. We also get the relative luxury of a 2.36 million dot resolution

electronic real time viewfinder complete with comfortable eye cup and proper APS-C sized 'X-Trans' CMOS sensor as well. But the fact that the 3-inch back screen also tilts meant we often ended up just referring to the larger 920K dot resolution LCD for shot composition, as it obviously affords a wider range of framing options.

While there are plenty of manual controls for those who relish getting hands on, there is also the option to disengage brain and point and shoot with a flick of the auto mode switch lever. The camera was £499 SRP for the body only in black or silver on launch, with the most affordable kit lens option being camera plus XC16-50mm lens for £599 all-in. All kit lenses are black. As your customers will be buying into a new system with a purchase of the X-T10 you'll want them to know there were currently 19 Fujinon X mount lenses directly compatible with the camera at the time of writing.

[www.fujifilm.eu](http://www.fujifilm.eu)



Image quality: From narrow depth of field shots to wide angle landscapes, the X-T10's 18-55mm kit lens really does cover it all for a £799 package price

## MINILAB NEWS

### How to maximise profit with the DS620

Not only is the news that you can now offer 6x9-inch prints via DNP's DS620 welcome, its ribbon rewind function also ensures less wastage and more profit



The DS620 printer can now utilise 6x9-inch media - existing users will just need to download the relevant firmware and driver, with use of the RX1 XL tray recommended

**L**ooking to add another string to your retail bow and expand your list of services? We've showcased DNP's award winning DS620 dye sub printer in *BPI News* before, available in the UK via the brand's reseller partners including Photomart. Now news reaches us that 6x9-inch (or 15x23cm) media has started shipping for the device (as of August 6th), at 360 sheets per box, with firmware and driver updates required for its use. Operators are advised to download the 'DS620 6x9 Firmware Driver Update'. DNP also recommends use of the RX1 XL tray for the 6x9-inch media - because the standard DS620 tray is simply too small.

Furthermore the new driver allows users to select a 4.5x6-inch print size when using the 6x9-inch media - so providing two print sizes from a single roll of 6x9.

#### Be kind, re-wind

Naturally, retailers and mini labs will want to maximise the profit to be had from adding a DS620 to their business model. A lot of that comes down to efficient use of consumables - and here the DS620 offers its own 'secret weapon' in a clever rewind function, thereby reducing ribbon consumption.

DNP's explanation runs like this: let's say you have 6x8 media loaded in the printer and want to print only one 4x6. When you go to print the next 4x6, the printer will rewind and use the remaining unused ribbon. This feature enables you to offer 4x6 and 6x8 without changing media. Essentially you get two 6x4-inch prints from one 6x8 segment.

Additionally, the same function on the DS620 allows you to offer 5x3.5-inch prints when 5x7 media is loaded, or 6x4.5-inch prints with 6x9 media. Again, as mentioned above, you get two of the smaller sized prints from a single segment of the larger sized media. More print offerings + less wastage = a win, win situation for both retailers and their customers. So isn't it time you enquired about the DNP DS620?

[www.dnpphoto.eu](http://www.dnpphoto.eu)

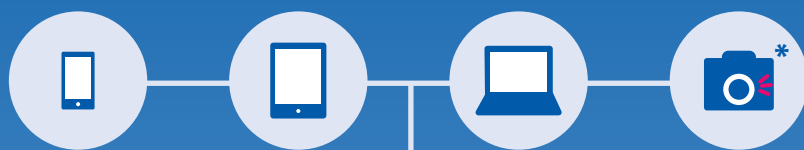


A cool money and media-saving feature of the DS620 is its rewind function, allowing for two smaller prints from one segment of larger media

**BPI News is your mouthpiece to the industry. Send your news to [info@bpinews.co.uk](mailto:info@bpinews.co.uk)**



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# Fotospeed: from Christmas greetings to New Year profits



For the past three years print media and ink specialist Fotospeed has offered photo labs and retailers the option of selling pre-scored, printable 'Fotocard' greetings cards – with bulk orders available for those who'd like to offer the service to their customers, or alternatively packs of 25 cards for direct sale at retail. The latter option allows your photographer customers to print and create their own personalised greetings, which can also be sent out to clients as a promotional tool, if so desired. There are several Fotocard finishes available – including new **Platinum Gloss** fine art fibre based paper – plus **Matt Duo**, **Matt Ultra**, and **Smooth Art Duo**. Prices start at £9.99 SRP. Fotospeed's Toby Herlinger adds that, for obvious reasons, Fotocards always do well into the festive season, with good margins to be made by dealers. Sizes include A6, A5 as well as '13', which is a small panoramic card.

"This is the third year we've offered the cards, and from year one to year two we jumped 25% in sales volume," reveals Toby. "They're becoming a really popular item."



Coming up to Christmas, Fotospeed's selection of pre-scored greetings cards or Foto Blocks, for photographers to add their own imagery, are popular sales items on which there is a good margin for retailers

The other popular Fotospeed item for gifting come Christmas is its Foto Blocks. "There are new sizes, including 12x12, and the prices are a little sharper while again there are good margins to be made. They are a nice way of presenting your work. A lot of photographers take pictures, but part of what stops them from printing is not knowing what to do with their images: an A4 print looks great but what do you do with it? This goes back to what we're trying to suggest people do with our panoramic papers and Easybooks – it's another way in which to present your images and make a bit more of a gift of it than just presenting an A4 sheet of paper. It's a really good time of year to sell these and if you're got an in-house printing service, it's another great product to add to your range."

[www.fotospeed.com](http://www.fotospeed.com)



# Professional Photography launches

Future's Head of Content Matthew Pierce explains more about Future Publishing's latest new title (*see ad opposite*)

In the previous issue of *BPI News* I revealed the October launch of our new premium monthly title. But a month's a long time in publishing, and since then we've tweaked a few things – not least the magazine's name.

So, *Professional Photography* is our new brand. Granted, it's only a subtle change from its previous incarnation (a couple of letters!), but this new identity gives us more scope to develop beyond print – into digital and experiential areas internationally.

We already have some very exciting plans for expanding the brand – and with the title's natural link to The Photography Show's audience, you can expect some big news on that front soon.

We've been recruiting too; and while we can't quite reveal our fantastic new editor yet, our own Group Editor in Chief, Chris George (*below*), has been editing our debut issue. You'll know Chris from his work on the multi-award winning *N-Photo: The Nikon Magazine*, as well as time spent editing *Digital Camera* and leading the recent hugely-successful redesign of *PhotoPlus: The Canon Magazine*.

I'm delighted to say that since we announced the launch, the response from the industry has been overwhelmingly positive. It seems like many people agree with our research that suggests there's a significant space for a magazine that's more contemporary and relevant to today's image makers; one that's accessible as well being visually arresting.

Our plan is to deliver a title with three core content promises: we'll help inspire our readers – through exclusive interviews and opinion pieces from leading pros,

help inform their investments by highlighting the best, most innovative equipment and services – plus help improve their images, with behind-the-scenes insight, case studies and training offers.

We've got some great promotions to help market the launch. As well as investment at retail and distribution in all major stockists and territories, you'll see digital ad campaigns running across many of Future's largest digital properties including *techradar.com*, *digitalcameraworld.com*, *creativebloq.com* – as well as featuring in 1.1m weekly email newsletters.

*Professional Photography* will be featured throughout our market-leading magazines too, including the best-selling *Digital Camera* as well as *N-Photo*, *PhotoPlus*, *Photography Week* and *Practical Photoshop*.

The brand is a perfect addition to our print portfolio, since it gives us a title to offer to the more advanced photographers in our audience. Practical-based magazines run the risk of losing regular readers as their skills improve; with *Professional Photography* we can offer a relevant title to readers just as they reach the stage of turning pro or want to take their interest in photography to the next level.

This is a hugely exciting new launch that's set to shake up the pro mag sector via a fresh, contemporary look and attitude. And, as with our other photo titles, we look forward to ABC auditing our sales figures as soon as possible for complete transparency.

Issue 1 of the new *Professional Photography* has a November 2015 cover date and goes on sale 15th October.

To request a media pack, or to discuss commercial or marketing opportunities, please contact

[sasha.mcgregor@futurenet.com](mailto:sasha.mcgregor@futurenet.com)

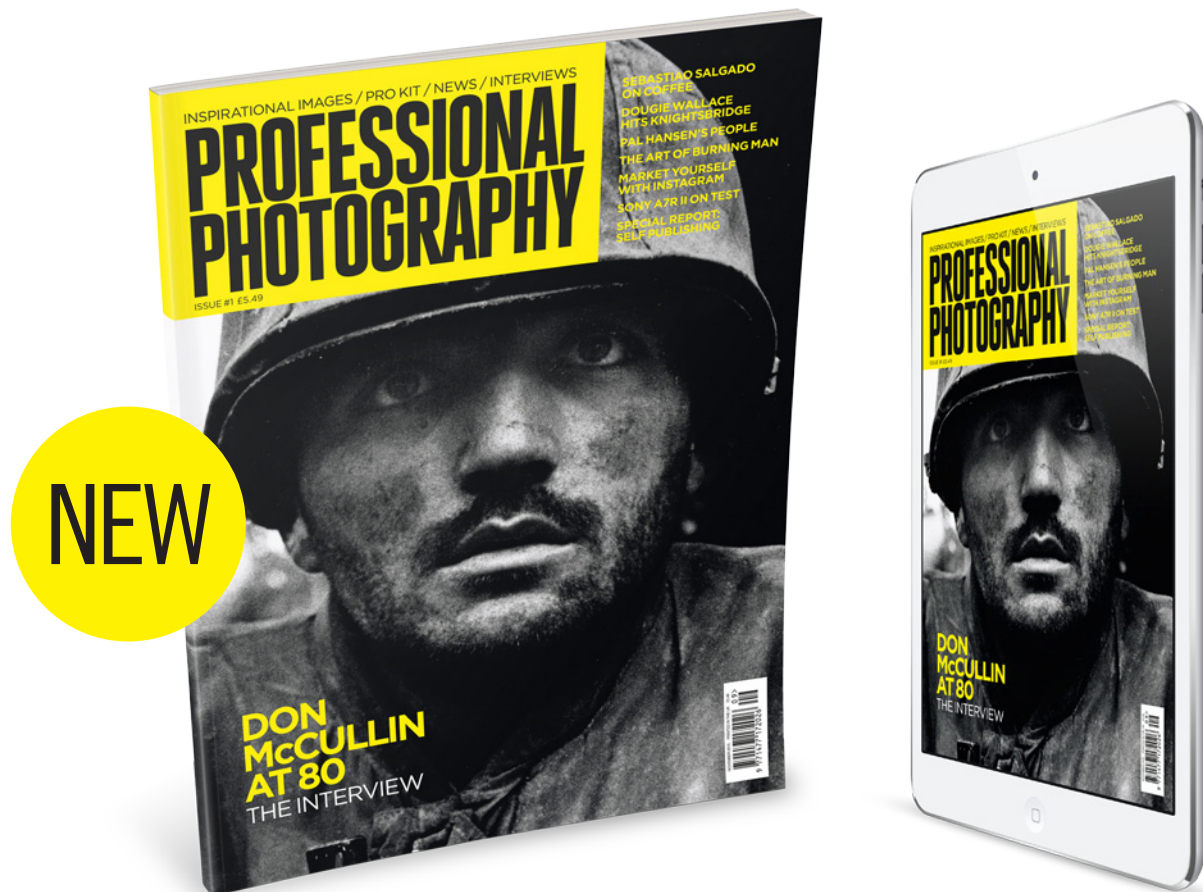
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Future



# Introducing the DPS Group

Celebrating 10 years of trading this year, Kent-based Digital Photo Solutions has evolved into the DPS Group, an umbrella organisation with three distinct strands, each with something essential to offer the photo trade, as BPI News discovers...

**A** long-term supplier of large format printers, ink and media to photographers of all disciplines, Digital Photo Solutions – now one element of the DPS Group – is reaching out to the retail trade. With the promise of excellent value for money and fast delivery times – both key to the success of any business – the men you need to speak to are owner and MD Maneesh Patel and Sales Director Gary Crawley.

Like any business worth its salt, Digital Photo Solutions has steadily evolved as a reseller and supplier over the past ten years. Now three distinct strands are grouped under the DPS Group brand. These are: Digital Photo Solutions

([www.digitalphotosolutions.co.uk](http://www.digitalphotosolutions.co.uk)), its online store DPS Business, found at [www.dpsb.co.uk](http://www.dpsb.co.uk) – plus DTG Solutions, which offers specialist T-shirt printing packages ([www.dtgsolutions.co.uk](http://www.dtgsolutions.co.uk)). All will be of interest to those retailers looking to add another string to their bow and stand apart from the high street competition. The DPS Group however continues to expand: “More divisions are to be added as technology develops and the needs of customers evolve,” promises Maneesh.

### Digital Photo Solutions & DPS Business

An authorised Epson partner, a key focus for Digital Photo Solutions currently is sales of the Epson SureLab D700 to the trade (see ad opposite). This is being pitched as a machine



**“The relationships we have with our existing customers are based on a high level of trust, integrity and dedicated account management.”**

– DPS Group MD Maneesh Patel, shown next to Sales Director Gary Crawley

with the ability to produce high output volumes in a short space of time, which makes for a good solution at retail, as is the fact that it is low maintenance. Naturally stocks of Epson ink and paper are also held in supply.

The hero products for sales via the DPS Business ‘arm’ meanwhile are the Epson SC P-600 A3+/13-inch printer and Epson SC P-800 A2+/17-inch printer, as well as its large format printer family, ranging from the Epson SP 4900 up to Epson SP 11880 (again see ad opposite). Next day delivery is promised on over 5000 products and ‘unbeatable’ trade prices.

But aside from simply selling the kit, DPS offers a broad range of IT services including technical consultancy, installation, equipment repair and maintenance, network design and mixed platform integration, workflow design and



implementation, professional training, colour management, high speed/ capacity storage and server solutions. In short, it’s a veritable one-stop shop for mini labs and specialist retailers.

### DTG Solutions & new showroom

For those dealers considering adding T-shirt printing to their list of services, the suggestion here is the Epson SureColor F2000 T-shirt printer. This is a product that sits within the ‘Direct to Garment’ (DTG) Solutions element of the DPS Group, more details of which can also be found on the ad opposite and via [www.dtgsolutions.co.uk](http://www.dtgsolutions.co.uk)

Put simply, DTG Solutions is the place to go for advice and information, regarding direct to garment printing. “Utilising our years of knowledge in the industry, we’re very excited to

offer several print packages options, containing everything required to commence your own T-Shirt printing operation,” says Maneesh.

With packages centering around the F2000, retailers can take their first steps towards printing their own high quality, bespoke garment designs – or established printers can add a new, high profit product line. The pitch is that whatever your business or its level, DTG Solutions can tailor a package to suit.

Those retailers whose interest has been piqued by the above will want to head to the DPS Group’s new South London showroom, with Epson printers the main focus. This is being pitched as the perfect place to see and test the latest products for the photo, retail and print trade in a comfortable and informal environment. For more details or to book a visit, call Sales Director Gary Crawley on 020 8466 7230

“The relationships we have with our existing customers are based on a high level of trust, integrity and dedicated account management,” promises Maneesh. “Our goal is to not only meet our customers’ expectations, but to exceed them by placing a strong emphasis on innovation. This, in turn, is reflected in the high levels of repeat business we enjoy from our existing customers. Give us a call today to find out more about how you can benefit from becoming a customer of the DPS Group.”

[www.digitalphotosolutions.co.uk](http://www.digitalphotosolutions.co.uk)  
[www.thedpsgroup.co.uk](http://www.thedpsgroup.co.uk)

### STOP PRESS:

The DPS Group has just announced it is holding a free to attend Epson Print Technology Day showing all the products mentioned above on

Friday 30th October 2015 at the new showroom. Potential visitors should register at [www.thedpsgroup.co.uk/techday](http://www.thedpsgroup.co.uk/techday)



Trade enquiries regarding DPS Group products should be directed to Sales Director Gary Crawley on 020 8466 7230



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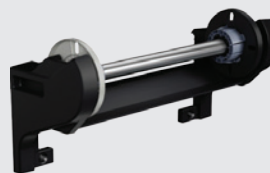
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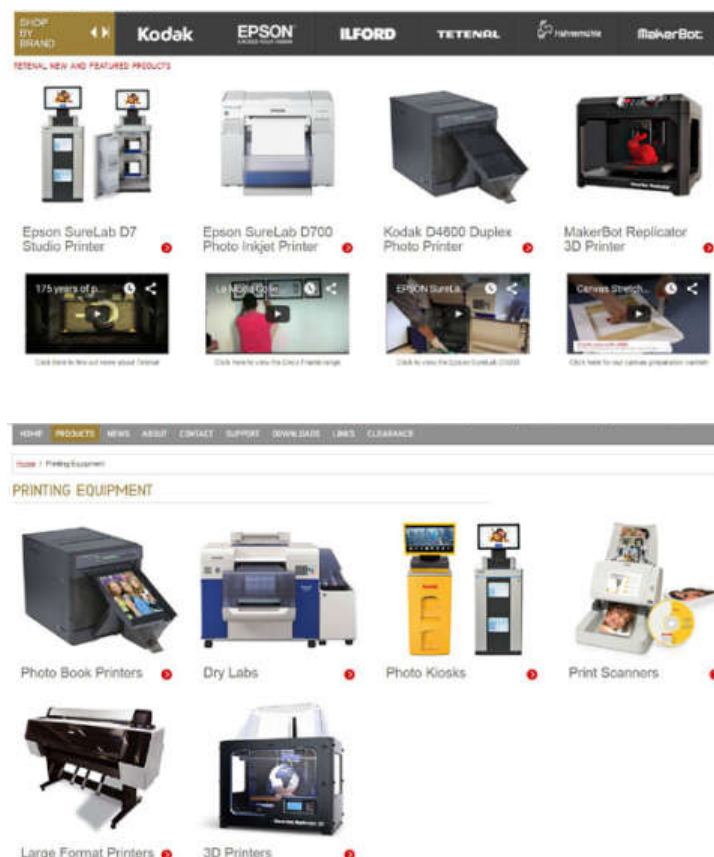
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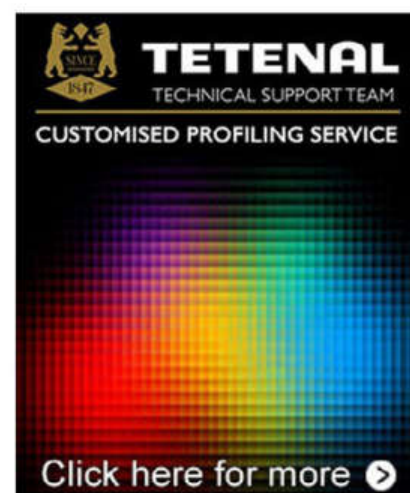
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# Find retail strength in Sigma's award winners

There are lots of prize examples of Sigma products to pitch to your customers in the run up to Christmas 2015 – quite literally in the case of its EISA Award and Gear of the Year garlanded devices. BPI News finds out more...

**W**hile it's always nice to get a nod from your peers for doing something well, trade awards presented for products can act as another sales weapon in the retailer's arsenal – an extra seal of approval above and beyond the over-the-counter patter. Sigma has been well represented at several key prize gatherings of late – notably the annual EISA Awards, argued and debated over by a Europe-wide collective of photographic and technical press, along with Bauer Publishing's Gear of the Year gongs.

At the EISA Awards, announced in September's BPI News, Sigma picked up the accolade of European DSLR Lens 2015-16 for its 24mm f/1.4 DG HSM Art series lens.

This Japanese-made large aperture wide angle lens is suitable for your customers to capture everything from expansive cityscapes to a star-filled night sky, its maker claims, as well as delivering a smooth 'bokeh' effect and aiding those who might want to work in lower light conditions. A Super Multi-Layer Coating reduces flare and ghosting, the bayonet mount is of brass construction, and the product is further compatible with Sigma's optional USB Dock, which



£1599.99 SRP in Canon, Nikon and Sigma mounts. Manufactured in Japan to the highest precision, the lens is weather sealed and oil and water repellent, with a push and pull

Photo magazines, coming tops in the Best Specialist DSLR Lens category.

Apart from one super telephoto zoom being less expensive, more compact and lighter than the other there are technical differences too. While the Sports version features what Sigma describes as a 'high level' of dust and splash proofing, this applies only to the mount part of the Contemporary lens. And, while the Sports option features two FLD (fluoride) glass elements, the 'C' iteration makes do with one. In addition the forefront and rear lenses



of the 'S' are water and oil repellent, but just the lens to the forefront is on the Contemporary class optic. In short, the 'S' version is the more robust and 'protected' workhorse of the two, perhaps better suited to the jobbing pro than weekend enthusiast.

Sigma's own blurb describes the 150-600mm f/5.6-6.3 DG OS HSM Sports lens as featuring highly durable specification suitable for 'all challenging shooting conditions'. Comprehensive features include O Rings and locking switches. By contrast the Contemporary version comes with the tagline of being 'easy to use; and ideal for hand held photography in the field, due to it being the more compact, lighter option.

"Though their impressive features and performance has been what has sold these lenses to date, we're very pleased to be able to add these latest awards to our marketing mix," Sigma UK's General Manager Graham Armitage tells BPI News. "These are now officially winners in every way."

[www.sigma-imaging-uk.com](http://www.sigma-imaging-uk.com)



**"Though their impressive features and performance has been what has sold these lenses to date, we're very pleased to be able to add these latest awards to our marketing mix. These are now officially winners in every way"**

– Sigma UK General Manager  
Graham Armitage

allows for a degree of future proofing and the direct download of firmware upgrades.

Art lens aside, its 150-600mm f/5-6.3 DG OS HSM Sports optic, which we first reported on following our preview at Photokina 2014, was also spot lit as European DSLR Telephoto Zoom Lens by the EISA jury.

As the trade will be aware, this 'Sports' iteration is available at

action. Quiet, fast and optimized to deliver a high performance and superb quality, the telephoto zoom comes bundled with a case, lens hood and shoulder strap.

The same 150-600mm lens, this time in its 'C' for Contemporary iteration (a lighter, more affordable version of the Sports zoom) was also named 'Gear of the Year' 2015 by Practical Photography and Digital



**All lenses ordered via Sigma Imaging UK Ltd come with the bonus of a 3-year UK warranty**



# Fujifilm trade partners share reasons to celebrate

Two photo dealers for whom photofinishing is a key part of their business celebrate 25 years of trading this year. Both share details of how they have weathered a quarter of a century of challenges, plus the crucial role that partnering with Fujifilm has played...

Anyone who has been in business for 25 years will have plenty of advice and stories to share. This month we meet two such UK photo specialist retailers, for whom photofinishing is an essential element. Indeed, it has enabled them to survive the storms of recession and come out the other end stronger, whilst certain big name rivals have fallen away.

we're running Fujifilm promotions all the time, and have a large screen facing out into the street, which is on 24/7. Plus we're giving out high quality souvenir pens with a little torch in to established customers to celebrate our 25th anniversary."

Gary also adds that he has a Fujifilm fun day lined up for the autumn. "My thinking was that October is already halfway to

**"We're out there encouraging people to print – not just for our benefit, but really for theirs too."**

– Gary Boxall, Petersfield Photographic

Petersfield Photographic, run by Gary Boxall, was the 2014 recipient of the Fujifilm Digital Imaging Service (FDIS) Shop of the Year, and this year was again Highly Commended. Gary is clear on the part that Fujifilm and photo finishing has played in helping him to raise his retail game.

"We lived off being FDIS Shop of the Year for a year, blowing our own trumpet on our website and finding that people were very pleased for us" Gary reveals. "I've now got pictures of the presentations and the trophies in our window and I'm seeing people stop and look at them – more so than actual certificates in the window." The proactive independent is also running a six-month local radio campaign reaching out to 100,000 people, which runs until December, and has had suppliers coming in to host promotional days. "Obviously

Christmas, and it helps enliven what might sometimes be a quiet part of the year, just before the half term. That will be a huge push with a raffle and several prizes. We'll shout about our 25th anniversary because people feel comforted knowing you've been around for that amount of time. Not a lot of people can say they've been trading for 25 years."

As to the secret of surviving in business that long, Gary believes it comes down to listening to people, and being a people person. "Putting people first before money might sound like a bad way to run a business, but, in effect it isn't, as we go out of the way to help people out. It's almost more of a club here than a limited company, and our customers seem to appreciate that."

While describing himself as laid back, Gary adds that he is



Gary Boxall, with Kate Collyer and Sophie Andrews, shows off his prominently displayed Fujifilm FDIS awards, which – along with 25th anniversary celebrations – are helping to bring in custom

nevertheless always looking to stay a step ahead. "We were here before a local Jessops store and now we're still here after them," he adds. "We've got Fujifilm Imagine software installed, and previous to that had

been running a Gretag wet lab. I got fed up of it breaking down and that coincided with a call from Fujifilm's Peter Wigington, inviting me over to Cologne to see the new DL600 drylab at Photokina four years ago.



To become an FDIS member now or learn more about the group, contact Fujifilm's Peter Wigington on 01234 572138 or [pwigington@fuji.co.uk](mailto:pwigington@fuji.co.uk)



The convenience, reliability and ease of use sold the solution to me."

Gary has four Fujifilm kiosks plus an instant printer, with one kiosk position slightly lowered to benefit wheelchair users. "I was always told at trade seminars to provide somewhere for people to sit down when making their orders. I do listen to such advice. You've got to have an open mind. Plus I'm very happy and comfortable with the Fujifilm FDIS set up. Compared to the days of film processing, it's also very profitable. Quantity wise it's also getting better too, as people are starting to get concerned about losing all the pictures on their phone or iPad. Plus the beauty of digital imaging compared with the days of film is that you're only printing the ones off that you really want. Those can go into a frame, be made into a photo book, or into a special album. People are now coming in with 25, 500 or 1,000 digital images they want printed."

Gary adds that his business got behind Fujifilm's Imagine mobile print app from the early stages. "Software has got better in that we can now do cropping and editing – whilst for the first time in 25 years I've got a decent price list. We give our customers that and people have got on really well with it. It's all done online and we get paid via PayPal. So we're out there encouraging people to print – not just for our benefit, but really for theirs too."



## Snap decision for Foto Snaps

The second store celebrating 25 years in business is independent retailer Foto Snaps, based in Wallsend, Northumberland. Though not a member of the FDIS network at present, it does offer photofinishing services using a Fujifilm lab and media – which has enabled it to stand apart from local businesses. Currently using the Digital Photo Zone instant kiosk, and in the process of moving over to Fujifilm's Imagine software and system, we spoke to owner Graeme Watson, who runs the family business with brother Steven.

He tells BPI News that the town centre independent has promoted itself locally on the occasion of its 25th anniversary via articles in the local paper and several community magazines, for which it produced a four page promotional centre spread (reproduced here). "We got a special price for an extra 1,000 copies to be printed to give to friends, family and suppliers. We deal through Fujifilm and Swains, and sent a dozen down there, as well as to our local rep Steve Allen. We find that between the two of them we can get basically all that we need – the larger manufacturers don't seem to want to help the smaller dealers such as ourselves, and would prefer to supply the larger chains such as Curry's, PC World, John Lewis, Amazon and the like.

"Through Peter Wigington we've had one of Fujifilm's kiosks in for three or four years – it's a basic set up with a couple of ASK printers. The local independent service engineer Richard Hamilton, who has Fujifilm Authorised Service



**"We're updating to Fujifilm Imagine software because we are otherwise losing custom; a lot of our customers are the younger generation, who are not being catered to."**

– Graeme Watson, Foto Snaps

Engineer status and provides technical and service support to the business, is now trying to update us from the old Smartpix system to the new Imagine software. And we need to do it, because we are otherwise losing custom; a lot of our customers are the younger generation, but they're not being catered to at the moment by the older generation

PNI operating system in the kiosks. We purchased the hardware just before Fujifilm went to the next generation and Imagine was ready to go – and now it's about finding the best way to implement it to rise to the challenges of the next 25 years.

"The secret of 25 years of trading? Very hard work to be truthful!"

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# PMA promises to unlock imaging world's potential

At last week's 2015 InnovationNow Photo Business & Technology Summit, Photo Marketing Association International (PMA) unveiled plans for Open Photo; an initiative it believes could 'unlock the full potential of digital imaging worldwide'.

**B**elieving that today's consumer is suffering from imaging overload, trade body Photo Marketing Association International (PMA) has published a white paper outlining a requirement for greater levels of interoperability and standardization. PMA suggests the Open Photo initiative would reinvigorate the business of photo imaging for every single stakeholder in the trade. The stark fact proposed by PMA is that the traditional

brightest and biggest in the imaging industry so that collectively we can put the photographer and their images back at the heart of digital imaging."

A large part of the problem, the PMA believes, is that those who are most conversant with the digital world, and especially 'millennials' (those who came of age post-millennium) did not grow-up in a world where capturing an image meant a trip to the developer. These



PROMOTING INNOVATION & EDUCATION IN THE BUSINESS OF IMAGING

imaging industry is not maximising the full potential of the digital revolution, and asks if capturing images is now more popular than ever before, why is the imaging business struggling to reap the potential rewards?

Its new white paper initiative is designed to open up a multitude of opportunities and 'free the digital imaging world from its interoperability shackles'.

"From smartphones and tablets to digital SLRs and compact cameras, we're each collecting thousands of photos, but all saved in different formats and in different places," notes PMA CEO Georgia McCabe. "As an imaging industry, we have somehow lost sight of what happens next and how people want to store, share and show these images, arriving at a point today where we are in danger of having a imaging culture of 'point, click, capture and forget.' However, at PMA we understand the value and importance of imaging and the need to get everyone working together to address this industry-level challenge. We're bringing together the best,

consumers are simply unaware that images can exist anywhere other than in the memory of a device, on a social network or in the cloud. Even those who are aware of value added retail options for photos are disinclined to make prints or create other products, as they're challenged by the complexity and inconvenience of the process.

To find a hassle-free solution PMA is suggesting our industry needs to eliminate all barriers to use and enjoyment of personal digital imaging – including fumbling for new memory cards, lost cables, missing software, device



**"The stark fact proposed by PMA is that the traditional imaging industry is not maximising the full potential of the digital revolution"**

– Georgia McCabe, PMA CEO

specific adapters, mouse clicks, software knowledge, and multiple passwords on multiple connected yet incompatible websites. In short, PMA believes the industry needs to standardize on one simple, yet secure, set of account credentials.

"Our goal is to be the industry catalyst that gets everybody into the same room in order to understand each other's problems and help create a straightforward path to the future, in business models, product merchandising, product fulfillment and including the digital technologies and important conventions that are

required in order to make this happen," adds Georgia. "Open Photo offers the industry as a whole the opportunity to create a common standard that delivers simplicity and interoperability for the consumers and retailers alike, unlocking the full market potential of digital imaging. Standards are difficult to get off the ground since they generally require a sophisticated group of competing forces to come together and agree on a single path. But when an industry settles on a set of standards, it can go global." Stay tuned for more as we get it!

[www.pmai.org](http://www.pmai.org)



PMA announced the exciting news of its new Open Photo initiative to coincide with the San Francisco-based InnovationNow Photo Business & Technology Summit, which took place at the end of September

For all matters relating to PMA, and to stay abreast of latest developments, direct your browser to [www.pmai.org](http://www.pmai.org)



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